MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/ 2017

BMK2044 – MARKETING COMMUNICATION

(All sections / Groups)

07 MARCH 2017
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Advertisers have long recognized the value of using celebrities to endorse their products and services. However, a number of factors must be considered in using celebrities as a spokesperson or endorser. Discuss any of the FIVE factors.

(Total 20 marks)

QUESTION 2

The role and importance of sales promotion in companies' integrated marketing communications programs have increased dramatically over the past decade. Discuss any of FIVE reasons for the increased spending on sales promotion.

(Total 20 marks)

QUESTION 3

Behavioural learning theory emphasizes the role of external or environmental stimuli in causing behaviour while minimizing the significance of internal psychological processes. There are TWO major behavioural learning approaches to learning. Discuss these two approaches with examples.

(Total 20 marks)

QUESTION 4

Particular advertising appeal can be executed in various ways and a particular means of execution can be applied to a variety of advertising appeals. Discuss any of FIVE commonly used execution techniques with appropriate examples.

(Total 20 marks)

QUESTION 5

Some marketers and PR people believe that public relations should replace advertising as the primary means of introducing new products. Explain arguments in favor and opposed to the position. What do you conclude?

(Total 20 marks)

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